LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
AD# BUC169-A2 REQ# M19811 "SQUEEZE THE MOST" PAGE 4/C BLD (5-5/8 x 7-3/4) TV GUIDE, 1990
Printed in U.S.A.

SQUEEZE THE MOST OUT OF A BUCK

Full rich flavor, not full price.

Available in Kings & Kings Lights

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Mfr. suggested retail price.

Kings: 14 mg "tar," 1.0 mg nicotine—Kings Lights: 10 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

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